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Global Anti-Counterfeit Packaging Label Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Anti-Counterfeit Packaging Label market size was valued at US$ 3704 million in 2025 and is forecast to a readjusted size of US$ 5312 million by 2032 with a CAGR of 5.3% during review period.

In 2025, global Anti-Counterfeit Packaging Label production reached approximately 45 billion pieces, with an average global market price of around USD 0.08 per piece.

The gross profit margin of major companies in the industry is between 30%–50%.

In 2025, the global production capacity of Anti-Counterfeit Packaging Label was approximately 59 billion pieces.

Anti-Counterfeit Packaging Label refers to specialized labels applied to product packaging to verify authenticity and prevent unauthorized duplication or counterfeiting. These labels integrate technologies such as holographic imaging, QR codes, RFID, digital watermarking, invisible printing, and security materials to provide product identification and traceability functions. They are widely used in pharmaceuticals, food and beverages, consumer goods, cosmetics, electronics, and luxury products. The product scope includes security labels and smart anti-counterfeit labels, excluding ordinary product labels without authentication functions.

The industry chain of Anti-Counterfeit Packaging Label includes upstream security materials, midstream label manufacturing, and downstream product applications. Upstream suppliers provide special papers, films, inks, security coatings, chips, and

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printing materials. Midstream manufacturers conduct label design, printing, coding, data integration, and quality inspection. Downstream applications include pharmaceutical companies, food manufacturers, consumer product brands, logistics channels, and retailers requiring product authentication and traceability solutions.

Report Scope

This report is a detailed and comprehensive analysis for global Anti-Counterfeit Packaging Label market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Anti-Counterfeit Packaging Label market size and forecasts, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/Unit), 2021-2032

Global Anti-Counterfeit Packaging Label market size and forecasts by region and country, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/Unit), 2021-2032

Global Anti-Counterfeit Packaging Label market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/Unit), 2021-2032

Global Anti-Counterfeit Packaging Label market shares of main players, shipments in revenue ($ Million), sales quantity (K Units), and ASP (US$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

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To assess the growth potential for Anti-Counterfeit Packaging Label

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Anti-Counterfeit Packaging Label market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Avery Dennison Corporation, CCL Industries Inc., 3M Company, SICPA Holding SA, Authentix, Inc., De La Rue plc, Brady Corporation, Zebra Technologies Corporation, Kurz Group (Leonhard Kurz Stiftung & Co. KG), Toppan Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Anti-Counterfeit Packaging Label market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market Segmentation

Market segment by Type

Holographic Anti-Counterfeit Label

RFID Anti-Counterfeit Label

QR Code Anti-Counterfeit Label

Market segment by Label Material

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Paper-Based Anti-Counterfeit Label

Plastic Film Anti-Counterfeit Label

Metalized Anti-Counterfeit Label

Market segment by Label Thickness

Ultra Thin Label (<50 ?m)

Standard Thickness Label (50–150 ?m)

Thick Label (>150 ?m)

Market segment by Application

Pharmaceutical Packaging

Consumer Goods Packaging

Food and Beverage Packaging

Other

Major players covered

Avery Dennison Corporation

CCL Industries Inc.

3M Company

SICPA Holding SA

Authentix, Inc.

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De La Rue plc

Brady Corporation

Zebra Technologies Corporation

Kurz Group (Leonhard Kurz Stiftung & Co. KG)

Toppan Inc.

DNP (Dai Nippon Printing Co., Ltd.)

HID Global Corporation

Lintec Corporation

UPM Raflatac

Holostik India Limited

Shenzhen Security Identification Technology Co., Ltd.

Shenzhen Jinjia Group Co., Ltd.

Shenzhen YUTO Packaging Technology Co., Ltd.

Shanghai Zijiang Enterprise Group Co., Ltd.

Shenzhen Mingsheng Packaging Technology Co., Ltd.

Zhejiang Jiemei Electronic Technology Co., Ltd.

Guangdong Zhengye Technology Co., Ltd.

Jiangsu Meibao Anti-Counterfeit Technology Co., Ltd.

Shenzhen Holo Technology Co., Ltd.

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Beijing Mudan Electronic Group Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Anti-Counterfeit Packaging Label product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Anti-Counterfeit Packaging Label, with price, sales quantity, revenue, and global market share of Anti-Counterfeit Packaging Label from 2021 to 2026.

Chapter 3, the Anti-Counterfeit Packaging Label competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Anti-Counterfeit Packaging Label breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales

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quantity, consumption value, and market share for key countries in the world, from 2021 to 2026.and Anti-Counterfeit Packaging Label market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Anti-Counterfeit Packaging Label.

Chapter 14 and 15, to describe Anti-Counterfeit Packaging Label sales channel, distributors, customers, research findings and conclusion.

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